CONTENT STRATEGY ALLIANCE

CUSTOMER JOURNEY OMNICHANNEL EXAMPLE usjo-anl-xmpl-01 ANALYZING MARCH 2015

CUSTOMER JOURNEY

	TRIGGER	WWW.COMPANY.COM	IN STORE
Smartphone SMS	Michelle an existing customer,receives a text message from a retailer		
Mobile App			As she approaches her local store, she receives a push notification on her phone, letting her know about new accessories
Tablet Web		Later she uses her iPad to send her "*favorites*" to the nearest retail location	
Tablet App			Entering the store, Michelle is greeted by Ken, a sales associate. He has Michelle's *"favorites"* ready for her to view, which he pulled up on his tablet → Using the sales associate tablet,Ken is able to pull up Michelle's profile where he accesses her store loyalty coupons.
Laptop Computer		Using her laptop, Michelle visits company.com. She notices an area on the home page for a featured product that is her favorite brand. → She clicks the area to view more. She clicks the product to view more details → Michelle saves the product to her favorites and continues to browse the product catalog → As she adds to her favorites, recommended products become even more relevant	